

**UNITED STATES DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE
PATENT EXAMINATION BRANCH**

In Re the Application of: I. BENTOLILA et al.)
Serial No.: 10/043,714) Examiner: Nguyen Ba, Hoang Vu A.
Filed: January 9, 2002) Group Art Unit: 2421
For: SYSTEM, METHOD, AND SOFTWARE) Confirmation No.: 6438
APPLICATION FOR TARGETED) Reply to Office Action
ADVERTISING VIA BEHAVIORAL MODEL) Dated September 11, 2009
CLUSTERING, AND PREFERENCE)
PROGRAMMING BASED ON BEHAVIORAL)
MODEL CLUSTER)

REPLY TO OFFICE ACTION DATED SEPTEMBER 11, 2009

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria VA 22313-1450

Dear Sir:

Applicant hereby replies to the Office Action dated September 11, 2009, in the above-referenced patent application. Attached hereto are the following additional documents, if any: Information Disclosure Statement. Reexamination and allowance of all claims is respectfully requested in view of the following amendments and remarks. No new matter has been added. If necessary, the Commissioner is hereby authorized in this reply, to charge payment or credit any overpayment to Deposit Account No. 01-1960 for any additional fees required under 37 C.F.R. §§1.16 or 1.17, particularly, extension of time fees.

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 11 of this paper.